

INTERACTIVE PRODUCT SELECTOR WITH FUZZY LOGIC ENGINE

ABSTRACT

Methods and systems for a fuzzy logic engine (FLE) for an interactive product selector (IPS). In an embodiment, the IPS provides a user with purchase decision questions (PDQs) regarding a product/service specified by the user. The PDQs can measure the user's product/service requirements and can be presented in radio button or check-box format. As the user selects different PDQ options, information is provided to the user and the options are recorded or otherwise tracked by the FLE. The FLE computes individual fuzzy sets for the PDQs according to the user's option chronology, and assigns membership grades to individual options. Membership grades are associated with products/services features, scaled, and averaged to compute a master fuzzy membership grade. Higher master grades can indicate a product/service more closely related to the user's requirements.